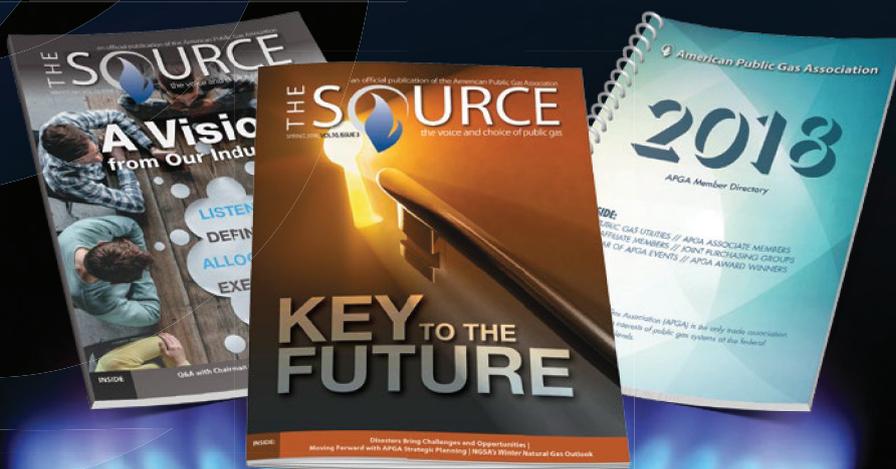


an official publication of the American Public Gas Association

# THE SOURCE

the voice and choice of public gas



**Your direct connection to nearly 100% of publicly owned natural gas local distribution companies nationwide.**

**2019**  
MEDIA GUIDE

CONTACT:

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csantana@naylor.com



**APGA**  
American Public Gas Association  
apga.org

an official publication of the American Public Gas Association

# THE SOURCE

the voice and choice of public gas

APGA's quarterly magazine, THE SOURCE, brings an important perspective to the natural gas industry, informing and educating our members through timely and relevant articles. We welcome all of our industry to get involved as our magazine grows and becomes a central voice on the most pressing issues.

Your advertisement in THE SOURCE reaches top managers who make day-to-day decisions about running their utilities and the elected and appointed policymakers who approve operating budgets and major capital expenditures.

Here's what members, and the president of APGA, have to say about the importance of THE SOURCE:

*"THE SOURCE is an excellent tool our company is using to inform not only our management team internally about current issues surrounding the natural gas industry, but also elected officials for each of the communities served by our company. It is our unified voice for the natural gas industry."*

**–Shannon Jackson**  
Marketing and Communications Manager,  
The Southeast Alabama Gas District  
Andalusia, AL

*"APGA is the voice and choice of public gas. This magazine is a great way to make this voice heard and highlight the accomplishments of APGA."*

**–Tommy Miller**  
Manager, Department of Public Utilities,  
Orangeburg, SC

*"THE SOURCE is a smart effort by APGA to increase communication with its members and the communities we serve. APGA members look forward to receiving current articles and information that impact their daily operations and use this information to increase the awareness of the benefits of public gas. This is an exciting time for APGA, and I am proud to be a part of this."*

**–Michael Comstock**  
Deputy Director, Energy Resources, City of Mesa  
Mesa, AZ

*"This magazine is an opportunity for APGA members to discuss the most pressing and relevant issues facing the natural gas business. Our members are top industry leaders who influence policy makers and manufacturers on issues that protect not only the natural gas industry but energy consumers nationwide."*

**–Bert Kalisch**  
President & CEO, APGA





**APGA**  
American Public Gas Association

## Who We Are

APGA is the only not-for-profit trade organization representing America's publicly owned natural gas local distribution companies (LDCs). APGA represents the interests of public gas before Congress, federal agencies and other energy-related stakeholders by developing regulatory and legislative policies that further the goals of our members. In addition, APGA organizes meetings, seminars, and workshops with a specific goal to improve the reliability, operational efficiency, and regulatory environment in which public gas systems operate.

Through APGA, public gas systems work together to stay reliably informed about new developments in safety, public policy, operations, technology, and the marketplace that could affect the communities and consumers they serve.



Our membership is spread across **36 states** with more than **700 members**, representing a dynamic group of decision makers.



In addition to our members, more than **99% of publicly owned natural gas LDCs** receive and read **THE SOURCE** on a regular basis as part of our utility member recruitment program.



# THE SOURCE - A Readership Snapshot

Our latest readership survey of THE SOURCE magazine and the *Member Directory and Buyers' Guide* revealed important, relevant findings that capture the opinions of our readers, the decision-makers throughout the utilities industry.

## Target a major purchasing audience.



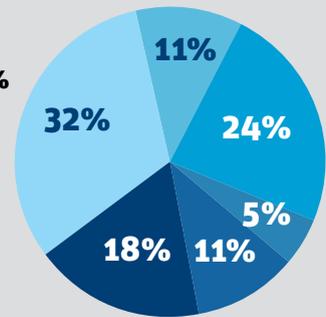
**85%** of our readers are directly responsible for purchasing products and services for their organization.



More than **1/4** of respondents spend more than **\$1 million** annually on products and services.

## Job titles of respondents include:

- Owner/Chairman/CEO/President: **24%**
- Vice-President: **5%**
- Other: **11%**
- Director: **18%**
- Manager: **32%**
- Supervisor: **11%**



THE SOURCE is a valuable resource.



When asked to choose which trade publication provides valuable information that helps readers perform their jobs better, **most respondents ranked THE SOURCE as No. 1**—outranking *Pipeline & Gas Journal*, *American Gas Magazine*, *Pipeline & Gas Technology* and *World Pipeline*.



**89%** of respondents ranked THE SOURCE as an important benefit of their APGA membership.

## Advertising leads to sales.



Nearly 7 out of 10 members are **more likely to consider purchasing products and/or services** from companies who advertise in **THE SOURCE**.

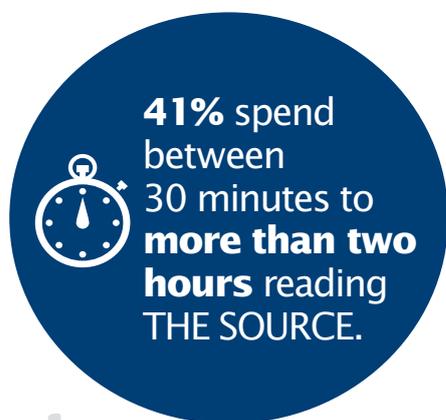


Our survey shows evidence of the print to web trend as an average of **50%** of respondents have **visited an advertisers website as a result of the ad**.



**63%** of respondents took action on an advertisement featured in the *Member Directory and Buyers' Guide* and **61%** took action on an ad featured in THE SOURCE. This includes but is not limited to, visiting an advertiser's website, discussing an ad with others, saving an ad for reference and referring an ad to someone else in the company.

We have engaged readers.



**93%** agree that THE SOURCE keeps them well informed about the industry.



**94%** believe THE SOURCE features **fresh, innovative content** about our industry.



THE SOURCE ranked No. 1 as the most important media information source by APGA members.

Our publications are still working for you even after they've been read through.



When readers are finished with their copy of THE SOURCE, **38%** save it for reference, **45%** pass it along to a co-worker and **14%** place in a library or waiting room.

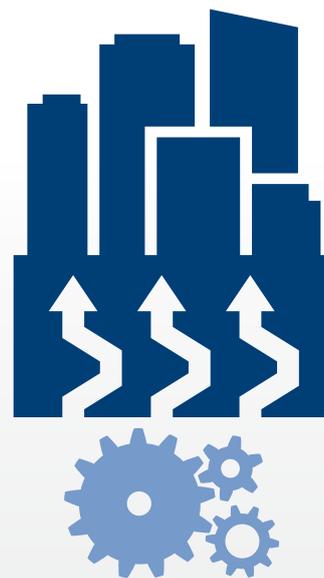


**70%** keep the *Member Directory & Buyers' Guide* on hand for easy reference.

# Respondents are involved in recommending or buying the following items:

*(readers were able to choose multiple product/service categories)*

<b>Billing Systems</b> .....	<b>24.6%</b>	<b>Markers</b> .....	<b>29.8%</b>
<b>Coatings</b> .....	<b>31.6%</b>	<b>Metering Equipment &amp; Services</b> ...	<b>43.6%</b>
<b>Communication Equipment &amp; Services</b> .....	<b>31.6%</b>	<b>Pipe Fittings</b> .....	<b>42.1%</b>
<b>Consulting Services</b> .....	<b>58.8%</b>	<b>Pipes</b> .....	<b>42.1%</b>
<b>Contractors</b> .....	<b>45.6%</b>	<b>Regulators</b> .....	<b>49.1%</b>
<b>Corrosion Control/Protection</b> .....	<b>40.3%</b>	<b>Risers</b> .....	<b>36.8%</b>
<b>Couplings</b> .....	<b>35.1%</b>	<b>Safety Equipment &amp; Services</b> .....	<b>40.3%</b>
<b>Data Acquisition Equipment</b> .....	<b>28.7%</b>	<b>Training</b> .....	<b>56.1%</b>
<b>Engineering Services</b> .....	<b>50.9%</b>	<b>Valves</b> .....	<b>42.1%</b>
<b>Financial Services</b> .....	<b>22.8%</b>	<b>Vehicles</b> .....	<b>43.6%</b>
<b>Gas Detection Equipment</b> .....	<b>47.4%</b>	<b>Wires &amp; Cables</b> .....	<b>22.8%</b>
<b>Gas Marketers</b> .....	<b>22.8%</b>		
<b>Gas Meters</b> .....	<b>47.4%</b>		
<b>Gas Odorants</b> .....	<b>31.6%</b>		
<b>Geographical Information Systems (GIS)</b> .....	<b>26.3%</b>		
<b>Government Relations &amp; Services</b>	<b>29.3%</b>		
<b>Heavy Construction Equipment</b> ....	<b>29.3%</b>		
<b>Insurance &amp; Risk Management</b> .....	<b>21.0%</b>		
<b>Legal Services</b> .....	<b>24.6%</b>		



# 2019 Content Calendar†

If you would like to make editorial contributions for any issue, please contact Audrey Anderson, THE SOURCE Editor, at [aanderson@apga.org](mailto:aanderson@apga.org) or 202-464-2742.

Issue	Features	Bonus Distribution	Publish Date	Space Deadline	Materials Deadline
<b>2019 Member Directory &amp; Buyers' Guide</b>	This comprehensive reference is used throughout the year by utility managers for information on industry suppliers and for networking with fellow members.	<b>2019 APGA Annual Conference</b> Stowe, Vermont July 28-31, 2019	May 2019	04/01/2019	04/03/2019
Spring 2019	TBD	<b>Board &amp; Committee Meetings and Gas Supply Conference</b> Cape Coral, Florida January 27-30, 2019	Jan. 2019	11/28/2018	11/30/2018
Summer 2019	<ul style="list-style-type: none"> <li>• Q&amp;A with DOE</li> <li>• Conversation with an APGA Member</li> <li>• The sources of energy by state showing the breakdown of natural gas, nuclear, wind, solar, etc.</li> <li>• APGA's top five legislative priorities in the 116th Congress</li> <li>• The important and critical trend away from the cost-based regulatory regime that our members rely on. The topic is evolving in the data produced by pipelines recently in Form 501-G filings and FERC's response.</li> </ul>	<b>Board &amp; Committee Meetings and Government Relations Conference</b> Alexandria, VA May 5-8, 2019	April 2019	03/05/2019	03/07/2019
Fall 2019 <b>Annual Conference Issue</b>	TBD	<b>2019 APGA Annual Conference</b> Stowe, Vermont July 28-31, 2019	July 2019	05/31/2019	06/04/2019
Winter 2019	TBD	<b>Board &amp; Committee Meetings and Gas Utility Management Conference</b> Date and Location TBD	Oct. 2019	09/03/2019	09/05/2019

†This calendar is tentative and subject to change.

## Departments

Each issue contains the following recurring columns:

**First Person:** President's message from Bert Kalisch

**Legislative Outlook:** Legislative and regulatory issues facing the industry

**The Pipeline:** Natural gas safety news and views

**At Last:** A message from APGA's Chairman

**Marketing Matters:** How member utilities are interacting with their customers

## Editorial Mission

THE SOURCE magazine delivers timely information and analysis on energy issues and policies that will impact customers served by community-owned gas utilities. From safety to the price end-users pay, from available gas supply to appliance efficiency, from climate change to the carbon footprint of communities served by gas utilities, our goal is to keep readers current on issues that impact community-owned gas systems and offer ideas to improve overall system operations.

an official publication of the American Public Gas Association

# THE SOURCE

the voice and choice of public gas

## digital edition

Extend your print advertising investment with the unique benefits of digital media.

The Source is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



**Mobile & Desktop Responsive HTML Reading View**



**1 Run of Site Leaderboard (all views) and  
3 Top TOC Mobile Baner | \$1,500**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine. Includes Top TOC Mobile Banner.

**2 Run of Site Rectangle (all views) and  
4 2<sup>nd</sup> TOC Mobile Baner | \$1,400**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view. Includes 2<sup>nd</sup> TOC Mobile Banner.

**TOC Mobile Banners (HTML reading view)**

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

**Additional TOC Mobile Banner | \$775**

**In-Magazine Digital Options (HTML reading view)**

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | \$1,600**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | \$1,300**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert | \$1,100**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



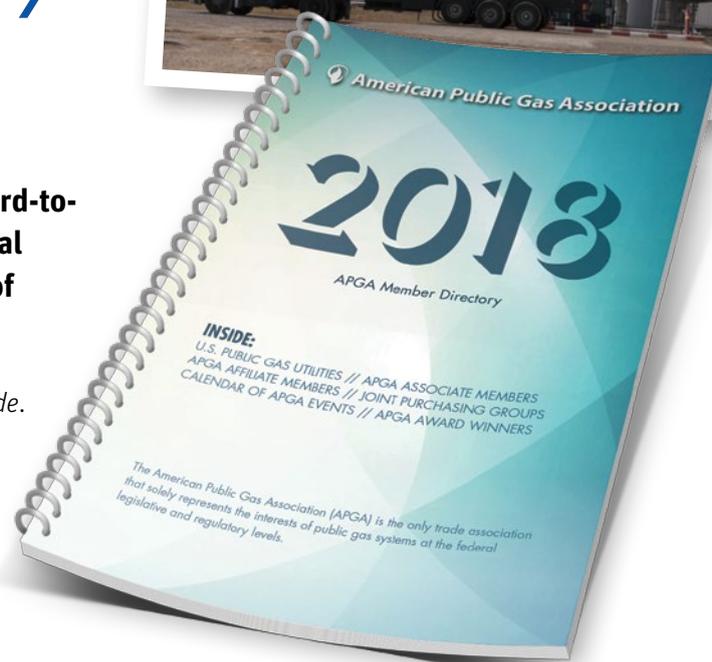
# Member Directory & Buyers' Guide

**The American Public Gas Association serves a hard-to-reach segment of publicly-owned natural gas local distribution companies (LDCs) serving millions of customers across the United States.**

Each year, we produce the *Member Directory & Buyers' Guide*. Members save and use the directory throughout the year as an informational guide, networking resource and purchasing tool. As the official publication of APGA, members know that they can confidently select the quality products and services featured within the pages of the directory.

The "who's who" guide lists all the public system—denoting APGA member systems—both alphabetically and by state for easy reference. When they are searching for quality suppliers and vendors, members can find listings for Joint Purchasing Groups, Associate Members and Affiliate Members with the flip of a tab.

Display ads tell key decision-makers with purchasing authority about the product and service solutions your company can provide to them.



The "who's who" in the publicly owned natural gas industry.



# APGA Member Directory & Buyers' Guide

American Public Gas Association

## Digital Edition Branding Opportunities

In addition to print, the *Membership Directory & Buyers' Guide* is also emailed to members as a fully interactive digital edition. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website. Members and readers receive each issue via email and each new issue is posted on APGA's website, along with a full archive of past issues, ensuring longevity for your online presence.

- Our display advertising rates include exposure in BOTH print and digital editions.
- Interactive ads drive decision-makers directly from your ad to your website.
- Digital editions are easily forwarded, providing additional distribution and exposure for you at no extra cost.
- Premium branding opportunities offer the ability to integrate sound, video and animation.
- Download the latest issue for offline viewing.

### Digital Leaderboard | \$1,350

The leaderboard ad is displayed directly above the digital edition the entire time it is open. This premium positioning ensures constant exposure of your message every time the digital edition is visited.

### Digital Sponsorship Max | \$1,350

Your company's ad is the first readers see when they open their copy. Your message will prominently display directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

### Digital Belly Band | \$1,350

The digital belly band is placed over the bottom half of the digital cover of the magazine. This exclusive position is only sold to one advertiser. Readers must click the belly band to access the publication, positioning your ad to be noticed.



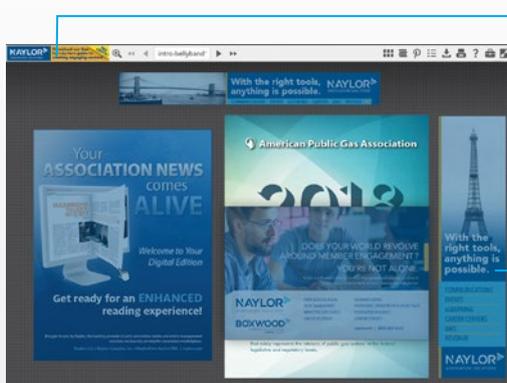
*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

### Digital Toolbar | \$750

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

### Digital Skyscraper | \$1,350

The skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.



# Net Advertising Rates – *all rates are per issue*

All rates include a direct link from your company's ad to your website in the digital edition.

APGA members will receive a 10% discount off of display advertising rates.

Revisions: \$50 Placement Guarantee: 15% Premium

Size	1x		2-3x		4-5x	
	Full Color	BW	Full Color	BW	Full Color	BW
DPS	\$3,379.50	\$2,419.50	\$3,039.50	\$2,179.50	\$2,699.50	\$1,939.50
OBC	\$2,989.50	\$2,049.50	\$2,729.50	\$1,879.50	\$2,469.50	\$1,709.50
IFC/IBC	\$2,809.50	\$1,869.50	\$2,549.50	\$1,699.50	\$2,289.50	\$1,529.50
Full page	\$2,619.50	\$1,679.50	\$2,359.50	\$1,509.50	\$2,099.50	\$1,339.50
2/3 page	\$2,329.50	\$1,399.50	\$2,099.50	\$1,259.50	\$1,859.50	\$1,119.50
1/2 Island	\$2,109.50	\$1,009.50	\$1,899.50	\$909.50	\$1,689.50	\$809.50
1/2 page	\$1,829.50	\$869.50	\$1,649.50	\$779.50	\$1,459.50	\$699.50
1/3 page	\$1,229.50	\$659.50	\$1,109.50	\$589.50	\$979.50	\$529.50
1/4 page	\$849.50	\$499.50	\$759.50	\$449.50	\$679.50	\$399.50
1/6 page	\$759.50	\$399.50	\$679.50	\$359.50	\$609.50	\$319.50
1/8 page	\$659.50	\$309.50	\$589.50	\$279.50	\$529.50	\$249.50

### Digital Edition: *The Source*

**Run of Site Leaderboard (all views) and Top TOC Mobile Baner | \$1,500**

**Run of Site Rectangle (all views) and 2<sup>nd</sup> TOC Mobile Baner | \$1,400**

**Additional TOC Mobile Banner | \$775**

**Digital Video Sponsorship | \$1,300**

**HTML5 Ad | \$1,600**

**Digital Insert | \$1,100**

### Directory Tab Options

**Full Color | \$2,539.50**

**B&W | \$1,609.50**

### Digital Edition: *Membership Directory and Buyers' Guide*

**Digital Edition Skyscraper | \$1,350**

**Digital Edition Sponsorship Max | \$1,350**

**Digital Belly Band | \$1,350**

**Digital Skyscraper | \$1,350**

**Digital Toolbar | \$750**

## Direct Mail Opportunities<sup>†</sup>

Advertise your products and services by including your direct mail piece in the clear plastic bags in which our publications are mailed. Whether you are promoting an event, new product or entire product line, **placing a direct mail piece with the publications will ensure tremendous exposure for your company.**

### Surfaces

### Print Only

**1-page, 2 surface**

**\$1,359.50**

**2-page, 4 surface**

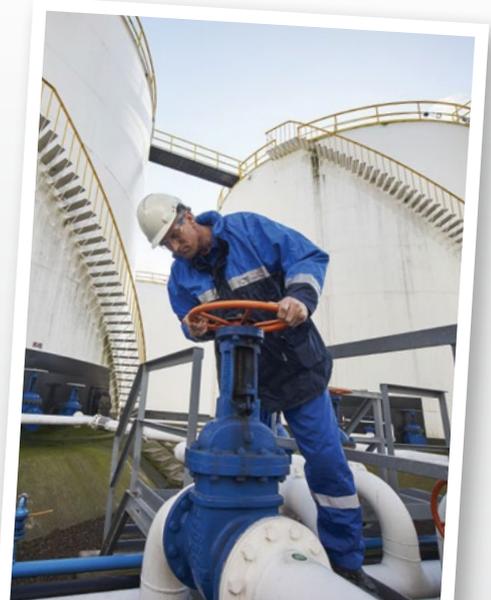
**\$1,788.50**

**Postcard**

**\$1,359.50**

*†All direct mail pieces are furnished by advertiser. 3-page (6 surfaces) or more available. Please contact your sales associate for applicable rates.*

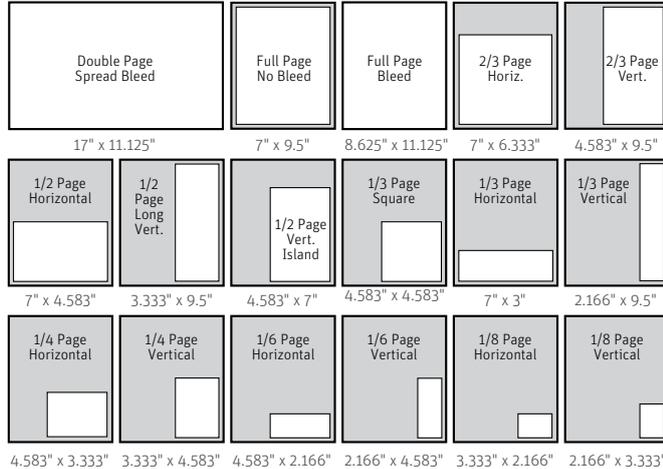
*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*



## Print Specifications

### THE SOURCE Magazine Specs

**Magazine Trim Size: 8.375" x 10.875"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

## Ad Submission and Requirements

### Digital Ad Copy Submission

Please send your high-res PDF file to your specified media coordinator and sales representative. If necessary, please review the following steps for ad upload submissions on our website: Go to the Naylor website, [www.naylor.com](http://www.naylor.com), and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top, right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click submit. Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Print Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High res PDF, EPS, TIFF and JPEG files are accepted.

**Images from the Web are not suitable for printing.** All color artwork must be in CMYK mode, black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Cancellations

All cancellations must be received in writing prior to the advertising sales deadline. All premium positions and direct-mail pieces are non-cancelable.

### Production Services, Proofs and Revisions

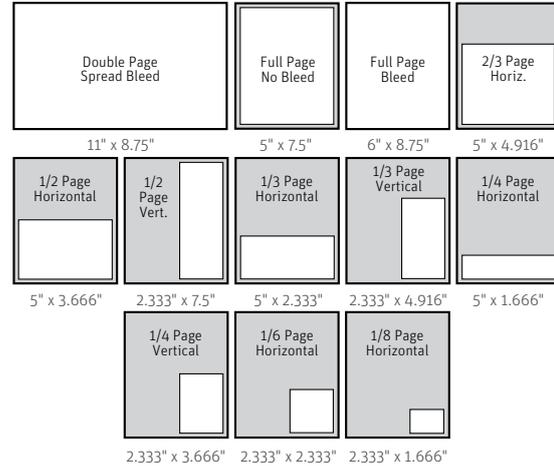
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Shipping Instructions

Ship all advertising materials to the attention of your account executive at:  
**Naylor • 5950 NW 1st Place • Gainesville, FL 32607 • Toll Free: 800-369-6220**

### Member Directory & Buyers' Guide Specs

**Directory Trim Size: 5.75" x 8.5"**



**DPS Live Area:** 10.75" x 7.5"

**Full Page Live Area:** 5" x 7.5"

## Digital Edition Specifications

For the latest digital edition specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

For advertising information, please contact:

### Amanda Glass

Project Manager

Direct: (770) 810-6357

[aglass@naylor.com](mailto:aglass@naylor.com)

Please submit all editorial submissions to:

### Audrey Anderson

APGA Manager,  
Communications & Marketing

(202) 464-2742

[aanderson@apga.org](mailto:aanderson@apga.org)

### John McCurdy

Naylor Content Strategist

(770) 810-6983

[jmccurdy@naylor.com](mailto:jmccurdy@naylor.com)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

